CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

www.thepittsburghchannel.com

And:

Strategic Media Placement OH 7669 Stagers Loop Delaware, OH 43015

		Contract / Rev	vision		Alt Order #	
		921996	1		07880845	
Proc	<u>uct</u>					
ROT	HFUS/R/CONG					
Conf	ract Dates	Estimate #				
10/0	B/12 - 11/06/12	2409				
Adve	ertiser			Ori	ginal Date	/ Revision
Rotl	fus/R/Congress			1	0/26/12	/ 10/26/12
		Billing Cycle	Billing	Cal	endar	Cash/Trade
		EOM/EOC	Broado	cast		Cash
		Station	Accou	nt E	xecutive	Sales Office
		WTAE	Bob Ca	ain		Eagle-Philadelp
		Special Hand	ling			v .
		Demographic				
		Adults 35+				
	y					
		IDB#	Advert	iser	Code	Product Code
			ROTH			PA12
		Agency Ref			Advertiser	Ref

Spots/ Length Week Type Spots *Line Ch Start Date End Date Description Start/End Time Days Rate Amount \$1,000.00 NM WTAE 10/15/12 10/21/12 6-7am :30 6-7am News Class of Time - Pre-emptible with notice Start Date **End Date** Weekdays Spots/Week Rate \$500.00 Week: 10/15/12 10/21/12 --WTF--2 NM :30 \$525.00 WTAE 10/15/12 10/21/12 6-7am News 6-7am 1 Class of Time - Pre-emptible with notice Start Date **End Date Weekdays** Spots/Week Rate \$525.00 Week: 10/15/12 10/21/12 --WTF--1 :30 NM 2 \$900.00 WTAE 10/15/12 10/21/12 Good Morning America 7-9am Class of Time - Pre-emptible with notice Spots/Week Start Date End Date Weekdays Rate --WTF--\$450.00 Week: 10/15/12 10/21/12 2 E 4 WTAE 10/15/12 The View :30 NM 2 \$800.00 10/21/12 11am-noon Class of Time - Pre-emptible with notice **End Date** Weekdays Spots/Week Start Date Rate \$400.00 Week: 10/15/12 10/21/12 --WTF--WTAE 10/15/12 10/21/12 WTAE Noon News 12-12:30pm :30 NM 3 \$900.00 Class of Time - Pre-emptible with notice Spots/Week Start Date **End Date** <u>Weekdays</u> Rate Week: 10/15/12 10/21/12 --WTF--\$300.00 WTAE 10/15/12 :30 NM 10/21/12 5-6pm News M-F 5-6pm 2 \$1.050.00 Class of Time - Pre-emptible with notice Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Week: 10/15/12 10/21/12 --WTF--2 \$525.00 WTAE 10/15/12 10/21/12 5-6pm News M-F 5-6pm :30 NM 2 \$1,150.00 Class of Time - Pre-emptible with notice Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 --WTF--2 \$575.00 E 8 WTAE 10/15/12 10/21/12 6-6:30pm News 6-6:30pm :30 NM 3 \$2,175.00 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week <u>Rate</u>

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



It Order #
7880845

Product Estimate # Contract Dates ROTHFUS/R/CONG 10/03/12 - 11/06/12 2409

Advertiser Original Date / Revision 10/26/12 / 10/26/12 Rothfus/R/Congress

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 wTF 3	<u>Rate</u> \$725.00			
E 9 WTAE 10/15/12 10/21/12 M-Sun 11pm News	M-Su 11-11:35pm	:30	NM 3	\$2,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12wTF 3	<u>Rate</u> \$900.00			
E 10 WTAE 10/15/12 11/04/12 Sat 5-7am	5-7am	:30	NM 3	\$825.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1 Week: 10/29/12 11/04/12 S- 1	Rate \$275.00 \$275.00 \$275.00			
E 11 WTAE 10/15/12 10/28/12 Good Morning America Sat	7-8am	:30	NM 2	\$800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1 Week: 10/22/12 10/28/12 S- 1	<u>Rate</u> \$400.00 \$400.00			
E 12 WTAE 10/15/12 10/28/12 Sat 8-10am	8-10am	:30	NM 2	\$650.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1 Week: 10/22/12 10/28/12 S- 1	<u>Rate</u> \$325.00 \$325.00			
E 13 WTAE 10/15/12 10/28/12 Late Run 11pm News	11:30pm-12:05an	ր :30	NM 2	\$1,400.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1 Week: 10/22/12 10/28/12 S- 1	<u>Rate</u> \$700.00 \$700.00			
E 14 WTAE 10/15/12 10/28/12 Big East College Football	12-3:30pm	:30	NM 1	\$750.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12	<u>Rate</u> \$0.00 \$750.00			
E 15 WTAE 10/15/12 10/28/12 Big East College Football	12-7pm	:30	NM 1	\$1,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 1	<u>Rate</u> \$0.00 \$1,800.00			
E 16 WTAE 10/15/12 11/04/12 Sun 5-7am News	5-7a	:30	NM 3	\$825.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12	Rate \$275.00 \$275.00 \$275.00			
E 17 WTAE 10/15/12 10/28/12 This Week With George S	tep10-11am	:30	NM 2	\$2,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S 1 Week: 10/22/12 10/28/12 S 1	Rate \$1,400.00 \$1,400.00			

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1	Contract / Revision	Alt Order #
1	921996 /	07880845

Contract Dates **Product** Estimate # ROTHFUS/R/CONG 10/03/12 - 11/06/12 2409

Advertiser Original Date / Revision / 10/26/12 10/26/12 Rothfus/R/Congress

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
E 18 WTAE 10/15/12 10/28/12 Sun Early News	630-7p	:30	NM 2	\$900.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$450.00 \$450.00			
170011 10/22/12		:30	NM 1	\$1,100.00
E 19 WTAE 10/15/12 10/28/12 M-Sun 11pm News Class of Time - Pre-emptible with notice	M-Su 11-11:35pm	.30	NIVI	\$1,100.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$0.00 \$1,100.00			
E 20 WTAE 10/15/12 10/28/12 Sunday Extended Late New		30	NM 2	\$650.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12S 1 Week: 10/22/12 10/28/12S 1	Rate \$325.00 \$325.00			
E 21 WTAE 10/22/12 10/28/12 6-7am News	6-7am	:30	NM 2	\$1,050.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$525.00			
N 22 WTAE 10/22/12 11/04/12 6-7am News	6-7am	:30	NM 6	\$3,450.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$550.00 \$600.00			
E 23 WTAE 10/22/12 10/28/12 Good Morning America	7-9am	:30	NM 2	\$950.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 2	<u>Rate</u> \$475.00			
E 24 WTAE 10/22/12 10/28/12 The View	11am-noon	:30	NM 3	\$1,200.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/22/12 10/28/12 MTWTF 3	<u>Rate</u> \$400.00			
E 25 WTAE 10/22/12 10/28/12 WTAE Noon News	12-12:30pm	:30	NM 4	\$1,200.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/22/12 10/28/12 MTWTF 4	<u>Rate</u> \$300.00			
E 26 WTAE 10/22/12 10/28/12 5-6pm News M-F	5-6pm	:30	NM 3	\$1,575.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 3	<u>Rate</u> \$525.00			
E 27 WTAE 10/22/12 10/28/12 5-6pm News M-F	5-6pm	:30	NM 3	\$1,575.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 3	<u>Rate</u> \$525.00			
E 28 WTAE 10/22/12 10/28/12 6-6:30pm News	6-6:30pm	:30	NM 4	\$2,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 4	<u>Rate</u> \$675.00			

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 Contract Dates
 Product
 Estimate #

 10/03/12 - 11/06/12
 ROTHFUS/R/CONG
 2409

 Advertiser
 Original Date / Revision

 Rothfus/R/Congress
 10/26/12 / 10/26/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
	ots/Week Rate				
E 29 WTAE 10/22/12 10/28/12 M-Sun 11pm Net	ws M-Su 11-11:35p	m :30	NM	4	\$3,600.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Sp Week: 10/22/12 10/28/12 MTWTF	ots/Week <u>Rate</u> 4 \$900.00			1	
E 30 WTAE 10/22/12 10/28/12 Mon ABC Prime	A 8-9pm	:30	NM	1	\$5,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Sp Week: 10/22/12 10/28/12 M	ots/Week Rate 1 \$5,000.00				
E 31 WTAE 10/15/12 11/04/12 Fri ABC Prime C	10-11pm	:30	NM	2	\$4,800.00
Class of Time - Pre-emptible with notice Start Date	oots/Week Rate 1 \$2,400.00 0 \$0.00 1 \$2,400.00				
N 32 WTAE 10/29/12 11/04/12 6-7am News	6-7am	:30	NM	3	\$1,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Sp Week: 10/29/12 11/04/12 MTWTF	oots/Week <u>Rate</u> 3 \$600.00				
N 33 WTAE 10/29/12 11/04/12 Good Morning A	merica 7-9am	:30	NM	3	\$1,425.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Sp Week: 10/29/12 11/04/12 MTWTF	oots/Week <u>Rate</u> 3 \$475.00				
E 34 WTAE 10/29/12 11/04/12 The View	11am-noon	:30	NM	3	\$1,350.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Sp Week: 10/29/12 11/04/12 MTWTF	ots/Week Rate 3 \$450.00				
E 35 WTAE 10/29/12 11/04/12 WTAE Noon New	ws 12-12:30pm	:30	NM	4	\$1,400.00
Class of Time - Pre-emptible with notice Start Date	ots/Week Rate 4 \$350.00				
N 36 WTAE 10/29/12 11/04/12 5-6pm News M-F	5-6pm	:30	NM	3	\$1,575.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spi</u> Week: 10/29/12 11/04/12 MTWTF	ots/Week Rate 3 \$525.00				
E 37 WTAE 10/29/12 11/04/12 5-6pm News M-F	5-6pm	:30	NM	3	\$1,725.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Species Week: 10/29/12 11/04/12 MTWTF	ots/Week Rate 3 \$575.00				
N 38 WTAE 10/29/12 11/04/12 6-6:30pm News	6-6:30pm	:30	NM	3	\$2,175.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Species Week: 10/29/12 11/04/12 MTWTF	ots/Week Rate 3 \$725.00				
E 39 WTAE 10/29/12 11/04/12 M-Sun 11pm Nev	ws M-Su 11-11:35p	m :30	NM	4	\$3,800.00
Week: 10/29/12 11/04/12 MTWTF	ots/Week Rate 4 \$950.00				
E 40 WTAE 10/29/12 11/04/12 46TH ANNUAL C Class of Time - Pre-emptible with notice	CMA AWARI8-11PM ON 11/1	:30	NM	1	\$4,500.00
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,	Contract / Revision 921996 /	Alt Order # 07880845
Contract Dates	Product	Estimate #
10/03/12 - 11/06/12	ROTHFUS/R/CONG	2409

Advertiser Original Date / Revision 10/26/12 / 10/26/12 Rothfus/R/Congress

		Smotol		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12T 1	<u>Rate</u> \$4,500.00			
E 41 WTAE 10/29/12 11/04/12 Good Morning America Sat		:30	NM 1	\$450.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1	<u>Rate</u> \$450.00			,
E 42 WTAE 10/29/12 11/04/12 Sat 8-10am	8-10am	:30	NM 1	\$350.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1	<u>Rate</u> \$350.00			
E 43 WTAE 10/29/12 11/04/12 Late Run 11pm News	11:30pm-12:05am	:30	NM 1	\$800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1	<u>Rate</u> \$800.00			
E 44 WTAE 10/29/12 11/04/12 Big East College Football	12-3:30pm	:30	NM 1	\$800.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$800.00			
E 45 WTAE 10/29/12 11/04/12 ABC College Football	3:30p-7p	:30	NM 1	\$2,200.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$2,200.00			
E 46 WTAE 10/29/12 11/04/12 This Week With George Ste	p10-11am	:30	NM 1	\$1,700.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$1,700.00			
E 47 WTAE 10/29/12 11/04/12 Sun Early News	630-7p	:30	NM 1	\$500.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S 1	<u>Rate</u> \$500.00			
E 48 WTAE 10/29/12 11/04/12 Sunday Extended Late News	s Sun 11:35p-12:00	30	NM 1	\$375.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/125 1	<u>Rate</u> \$375.00			
E 49 WTAE 11/05/12 11/06/12 6-7am News	6-7am	:30	NM 1	\$550.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 1	<u>Rate</u> \$550.00			
E 50 WTAE 11/05/12 11/06/12 6-7am News	6-7am	:30	NM 1	\$550.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 1	<u>Rate</u> \$550.00			
N 51 WTAE 11/05/12 11/06/12 Good Morning America	7-9am	:30	NM 2	\$1,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 2	<u>Rate</u> \$500.00			
E 52 WTAE 11/05/12 11/06/12 The View	11am-noon	:30	NM 1	\$450.00
Class of Time - Pre-emptible with notice			ı	

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	Contract / Revision	Alt Order #
* *	921996 /	07880845

Contract Dates Product Estimate # 10/**q**3/12 - 11/06/12 ROTHFUS/R/CONG 2409

<u>Advertiser</u> Original Date / Revision 10/26/12 / 10/26/12 Rothfus/R/Congress

							Spots/				
*Line	Ch Start Da	ate End Da	te Description		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Wee			Weekdays MT	Spots/Week 1	<u>Rate</u> \$450.00		-				
E 53	WTAE 11/05/12	2 11/06/12	WTAE Noon	News	12-12:30pm		:30		NM	1	\$350.00
Wee		End Date	e with notice <u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$350.00						
N 54	WTAE 11/05/12	2 11/06/12	5-6pm News	M-F	5-6pm		:30		NM	1	\$525.00
Wee			e with notice <u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$525.00						
E 55	WTAE 11/05/12	2 11/06/12	5-6pm News	M-F	5-6pm		:30		NM	1	\$575.00
Wee		End Date	e with notice <u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$575.00						
E 56	WTAE 11/05/12	2 11/06/12	2 6-6:30pm Ne	ews	6-6:30pm		:30		NM	1	\$700.00
-	ek: 11/05/12	End Date 11/11/12	e with notice <u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$700.00						
E 57	WTAE 11/05/12		M-Sun 11pm	News	M-Su 11-11:35pm		:30		NM	1	\$950.00
Wee			e with notice <u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$950.00						
N 58	WTAE 10/08/12		6-7am News		6-7am		:30		NM	2	\$1,000.00
Wee		End Date	e with notice <u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$500.00						
N 59	WTAE 10/03/12				6-7am		:30		NM	2	\$1,050.00
Wee			e with notice WeekdaysWTF	Spots/Week 2	<u>Rate</u> \$525.00						
N 60	WTAE 10/08/12				6-7am		:30		NM	2	\$1,050.00
Wee		End Date	e with notice <u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$525.00						
N 61	WTAE 10/03/12			g America	7-9am		:30		NM	2	\$900.00
Wee		End Date	e with notice <u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$450.00						
N 62	WTAE 10/08/12	10/14/12	Good Mornin	g America	7-9am		:30		NM	3	\$1,350.00
Wee		End Date	e with notice <u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$450.00						
N 63	WTAE 10/03/12			lews	5-7a		:30		NM	2	\$450.00
	k: 10/01/12 1	End Date 10/07/12	e with notice Weekdays S	Spots/Week 1 1	<u>Rate</u> \$225.00 \$225.00						
D 64	WTAE 10/15/12		Live with Kell	у	9-10am		:30		NM	0	\$0.00
	Class of Time -	Pre-emptible	with notice								

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2409



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

		Contract / Revision	Alt Order #
		921996 /	07880845
on	tract Dates	Product	Estimate #

Original Date / Revision Advertiser 10/26/12 / 10/26/12 Rothfus/R/Congress

ROTHFUS/R/CONG

10/03/12 - 11/06/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
N 65 WTAE 10/29/12 11/04/12 Live with Kelly	9-10am	:30	NM 1	\$300.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTWTF 1	<u>Rate</u> \$300.00			
N 66 WTAE 11/05/12 11/06/12 Live with Kelly	9-10am	:30	NM 1	\$300.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$300.00			
N 67 WTAE 10/03/12 10/07/12 The View	11am-noon	:30	NM 2	\$800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/01/12 10/07/12wTF 2	<u>Rate</u> \$400.00			
N 68 WTAE 10/03/12 10/07/12 5-6pm News M-F	5-6pm	:30	NM 1	\$525.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12WTF 1	<u>Rate</u> \$525.00			
N 69 WTAE 10/08/12 10/14/12 5-6pm News M-F	5-6pm	:30	NM 2	\$1,050.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 MTWTF 2	<u>Rate</u> \$525.00			
N 70 WTAE 10/03/12 10/07/12 6-6:30pm News	6-6:30pm	:30	NM 2	\$1,450.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12WTF 2	<u>Rate</u> \$725.00			
N 71 WTAE 10/08/12 10/14/12 6-6:30pm News	6-6:30pm	:30	NM 2	\$1,450.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/08/12 10/14/12 MTWTF 2	<u>Rate</u> \$725.00			
N 72 WTAE 10/08/12 10/14/12 M-Sun 11pm News	M-Su 11-11:35pm	:30	NM 2	\$1,900.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 MTWTF 2	<u>Rate</u> \$950.00			
N 73 WTAE 10/03/12 10/07/12 M-Sun 11pm News	M-Su 11-11:35pm	:30	NM 2	\$1,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12wTF 2	<u>Rate</u> \$850.00			
N 74 WTAE 10/03/12 10/07/12 Nightline	11:35pm-1205am	:30	NM 2	\$800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12wTF 2	<u>Rate</u> \$400.00			
N 75 WTAE 10/08/12 10/14/12 Mon ABC Prime C	10-11pm	:30	NM 1	\$1,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 M 1	<u>Rate</u> \$1,800.00	-		
N 76 WTAE 10/08/12 10/14/12 Thu ABC Prime Other	9p-11p	:30	NM 1	\$4,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12T 1	<u>Rate</u> \$4,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

162

Totals

\$115,275.00



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

Alt Order # Contract / Revision 07880845 921996

Product Estimate # Contract Dates ROTHFUS/R/CONG 2409 10/03/12 - 11/06/12

Advertiser Original Date / Revision 10/26/12 / 10/26/12 Rothfus/R/Congress

Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount								Spots/				
N 77 WTAE 10/03/12 10/14/12 Nascar Cup Series Various Sand Series Various Va	*Line C	Ch Start D	ate End Da	ite Description	1	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Class of Time - Pre-emptible with notice Spots/Week Start Date Meek Color Class of Time - Pre-emptible with notice Start Date Meek Color Class of Time - Pre-emptible with notice Start Date Class of Time - Pre-emptible with notice Start Date	5	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Start Date End Date Week: 10003/12 10007/12 1	N 77 W	TAE 10/03/1	12 10/14/1:	2 Nascar Cup	Series	various		:30		NM	1	\$1,700.00
Start Date End Date Week: 10003/12 10007/12 1	Cla	ass of Time	- Pre-emptib	le with notice								
Week: 10/08/12 10/14/12	5	Start Date	End Date	<u>Weekdays</u>								
N 78 WTAE 10/03/12 10/07/12 ABC College Football 3:30p-7p :30 NM 1 \$1,200.00				127	-							
Class of Time - Pro-empible with notice Start Date End Date Weekdays SpotsWeek Start Date End Date Weekdays Start Date	Week: 1	10/08/12	10/14/12	S-	1							64 000 00
N 2	N 78 W	TAE 10/03/	12 10/07/1	2 ABC College	e Football	3:30p-7p		:30		NM	1	\$1,200.00
Week: 10001/12 1007/12 ABC College Football PENN STATE FC 30 NM 1 \$600.00					0 - 1 - 111 1	Dete						
N 79 WTAE 10/03/12												
Class of Time - Pre-empible with notice Start Date End Date Weekkdays Spots/Week Rate Start Date End Date Weekkdays Spots/Week Second							(.30		NIM	1	\$600.00
Start Date End Date Week 10/01/12 10/07/12 10/07/12 6-7am News 6-7am 30 NM 2 \$1,000.00				_	e Football	PENN STATE FO		.30		IAIAI	'	ψουσ.σσ
Neek: 10/01/12 10/07/12 10/					Snots/Meek	Rate						
N 80 WTAE 10/03/12 10/07/12 6-7am News	Accessors to the second											
N 81 WTAE 10/03/12 11/06/12 ABC Prime College Football Prime Time College				2 6-7am News		6-7am		:30		NM	2	\$1,000.00
N 81 WTAE 10/03/12 11/06/12 ABC Prime College Football Prime Time College	CI	ass of Time	- Pre-emptib	le with notice		٨					12	
N 81 WTAE 10/03/12 11/06/12 ABC Prime College Football Prime Time College Start Date End Date Weekdays Spots/Week Rate \$2,000.00			End Date	<u>Weekdays</u>								
Note	Week:	10/01/12	10/07/12									
Week: 10/03/12 10/07/12 5 1 \$2,000.00 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/28/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 0 \$0.00 Week: 11/05/12 11/11/12 0 \$0.00 Week: 11/05/12 11/11/12 0 \$0.00 Week: 11/05/12 11/11/12 0 \$0.00 N 82 WTAE 10/20/12 10/20/12 SATURDAY GAME 1 12-330P :30 NM 1 \$1,500.00 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week \$1,500.00 N 83 WTAE 10/20/12 10/20/12 Big East College Football 12-7pm :30 NM 1 \$600.00 Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Rate S000.00 Week: 10/15/12 10/21/12 10/21/12 Weekdays Spots/Week Rate S600.00 N 84 WTAE 10/21/12 10/21/12 Weekdays Spots/Week Rate S1,000.00 N 85 WTAE 10/21/12 10/21/12 Un Early News 630-7p :30 NM 1 \$425.00 Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Rate S1,000.00 S100.00	N 81 W	TAE 10/03/	12 11/06/1				gı	:30		NM	1	\$2,000.00
Week: 10/08/12											7,0	
Week: 10/15/12 10/21/12 10/28/12 10/28/12 11/04/14 11/04/14 11/				5-								
Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 0 \$0.00 Week: 11/05/12 11/11/12 0 \$0.00 N 82 WTAE 10/20/12 10/20/12 SATURDAY GAME 1 12-330P :30 NM 1 \$1,500.00 Class of Time - Pre-emptible with notice Start Date Older 10/21/12 Weekdays Spots/Week S			12122 1 122		-							
Week: 10/29/12 11/04/12												
Week: 11/05/12 11/11/12 11/20/12 SATURDAY GAME 1 12-330P 30							7					
N 82 WTAE 10/20/12 10/20/12 SATURDAY GAME 1 12-330P	0.000	to an incommunity to the			-	6 2 2						
Class of Time - Pre-emptible with notice Start Date				2 SATURDAY	GAME 1	12-330P		:30		NM	1	\$1,500.00
Start Date Hold Presentation Weekdays Spots/Week Rate \$1,500.00						41						
N 83 WTAE 10/20/12 10/20/12 Big East College Football 12-7pm :30 NM 1 \$600.00 Class of Time - Immediately Pre-emptible without notice Start Date Week: 10/15/12 10/21/12 N-Sun 11pm News M-Su 11-11:35pm :30 NM 1 \$1,000.00 Class of Time - Immediately Pre-emptible without notice Start Date Neek: 10/15/12 10/21/12 N-Sun 11pm News M-Su 11-11:35pm :30 NM 1 \$1,000.00 Class of Time - Immediately Pre-emptible without notice Start Date Neek: 10/15/12 10/21/12 Neekdays Spots/Week Neek: 10/15/12 10/21/12 Sun Early News 630-7p :30 NM 1 \$425.00 Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Rate			the state of the s		Spots/Week	Rate						
Class of Time - Immediately Pre-emptible without notice Start Date Week: 10/15/12 10/21/12 10/21/12 M-Sun 11pm News M-Su 11-11:35pm Class of Time - Immediately Pre-emptible without notice Start Date Week: 10/15/12 10/21/12 News Spots/Week Week: 10/15/12 10/21/12 Sun Early News 630-7p Class of Time - Fixed Non Pre-emptible Start Date Sta	Week:	10/15/12	10/21/12	S-	1	\$1,500.00					1	
Start Date End Date Weekdays Spots/Week Rate \$600.00	N 83 W	TAE 10/20/	12 10/20/1	2 Big East Co	llege Football	12-7pm		:30		NM	1	\$600.00
Week: 10/15/12 10/21/12 S- 1 \$600.00 N 84 WTAE 10/21/12 10/21/12 M-Sun 11pm News M-Sun 11-11:35pm :30 NM 1 \$1,000.00 Class of Time - Immediately Pre-emptible without notice Start Date Weekdays Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Start Date End Date Weekdays Spots/Week Spo	CI	lass of Time	- Immediate	ly Pre-emptible v		1000					7,	
N 84 WTAE 10/21/12 10/21/12 M-Sun 11pm News M-Su 11-11:35pm :30 NM 1 \$1,000.00 Class of Time - Immediately Pre-emptible without notice Start Date 10/15/12 End Date Weekdays Spots/Week 10/15/12 10/21/12S 1 without notice \$1,000.00 N 85 WTAE 10/21/12 10/21/12 Sun Early News 630-7p :30 NM 1 \$425.00 Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Rate Rate							=					
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 S 1 \$1,000.00 N 85 WTAE 10/21/12 10/21/12 Sun Early News 630-7p :30 NM 1 \$425.00 Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Rate	-											
Start Date End Date Weekdays Spots/Week Rate \$1,000.00						M-Su 11-11:35pm)	:30		NM	1	\$1,000.00
Week: 10/15/12 10/21/12 S 1 \$1,000.00 N 85 WTAE 10/21/12 10/21/12 Sun Early News 630-7p :30 NM 1 \$425.00 Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Rate						Data						
N 85 WTAE 10/21/12 10/21/12 Sun Early News 630-7p :30 NM 1 \$425.00 Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Rate				the same of the sa								
Class of Time - Fixed Non Pre-emptible Start Date								-30		NIA	1	\$425.00
Start Date					ews	030-7p		.30		14141	'	Ψ423.00
					Snots/Week	Rate						

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Print Date 10/26/12

Page 9 of 11



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

	Contract / Revision 921996 /	Alt Order # 07880845
Contract Dates 10/03/12 - 11/06/12	Product ROTHFUS/R/CONG	Estimate # 2409
Advertiser Rothfus/R/Congress	1	iginal Date / Revision 10/26/12 / 10/26/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	109	\$77,350.00	\$65,747.50
10/29/12 -11/06/12	53	\$37,925.00	\$32,236.25
Totals	162	\$115,275.00	\$97,983.75

Signature:	Date	:

CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

www.thepittsburghchannel.com

And:

Strategic Media Placement OH 7669 Stagers Loop Delaware, OH 43015

		Contract / Rev	ision		Alt Order #	
		921996	1		07880845	
Pro	duct					
RO	THFUS/R/CONG					
Cor	tract Dates	Estimate #				
10/	03/12 - 11/06/12	2409				
Ad	<u>rertiser</u>			Ori	iginal Date	Revision
Ro	hfus/R/Congress			1	0/31/12	/ 10/31/12
		Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
		EOM/EOC	Broado	ast		Cash
		Station	Accour	Account Executive Sal		Sales Office
	× 1	WTAE	Bob Cain Eagle		Eagle-Philadelpl	
		Special Handl	ling			
		Demographic				
		Adults 35+				
		IDB#	Advert	iser	Code	Product Code
		11	ROTH			PA12
		Agency Ref			Advertiser	Ref
	×					

Spots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	oots	Amount
E 1 WTAE 10/15/12 10/21/12 6-7am News	6-7am	:30	NM	2	\$1,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 2	<u>Rate</u> \$500.00				
E 2 WTAE 10/15/12 10/21/12 6-7am News	6-7am	:30	NM	1	\$525.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 1	<u>Rate</u> \$525.00				
E 3 WTAE 10/15/12 10/21/12 Good Morning America	7-9am	:30	NM	2	\$900.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 2	<u>Rate</u> \$450.00				
E 4 WTAE 10/15/12 10/21/12 The View	11am-noon	:30	NM	2	\$800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 2	<u>Rate</u> \$400.00				
E 5 WTAE 10/15/12 10/21/12 WTAE Noon News	12-12:30pm	:30	NM	3	\$900.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 3	<u>Rate</u> \$300.00				
E 6 WTAE 10/15/12 10/21/12 5-6pm News M-F	5-6pm	:30	NM	2	\$1,050.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 2	<u>Rate</u> \$525.00				
E 7 WTAE 10/15/12 10/21/12 5-6pm News M-F	5-6pm	:30	NM	2	\$1,150.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 2	<u>Rate</u> \$575.00	·			
E 8 WTAE 10/15/12 10/21/12 6-6:30pm News	6-6:30pm	:30	NM	3	\$2,175.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	<u>Rate</u>				

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	921996 /	07880845	
Contract Dates	Product	Estimate #	F
10/03/12 - 11/06/12	ROTHFUS/R/CONG	2409	

Original Date / Revision Advertiser 10/31/12 / 10/31/12 Rothfus/R/Congress

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 wTF 3	<u>Rate</u> \$725.00			
E 9 WTAE 10/15/12 10/21/12 M-Sun 11pm News	M-Su 11-11:35pm	n :30	NM 3	\$2,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 3	<u>Rate</u> \$900.00			
E 10 WTAE 10/15/12 11/04/12 Sat 5-7am	5-7am	:30	NM 3	\$825.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1 Week: 10/22/12 10/28/12 S- 1 Week: 10/29/12 11/04/12 S- 1	Rate \$275.00 \$275.00 \$275.00			
E 11 WTAE 10/15/12 10/28/12 Good Morning America Sat	7-8am	:30	NM 2	\$800.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$400.00 \$400.00			
E 12 WTAE 10/15/12 10/28/12 Sat 8-10am	8-10am	:30	NM 2	\$650.00
Class of Time - Pre-emptible with notice Start Date	Rate \$325.00 \$325.00			
E 13 WTAE 10/15/12 10/28/12 Late Run 11pm News	11:30pm-12:05am	n :30	NM 2	\$1,400.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1 Week: 10/22/12 10/28/12 S- 1	<u>Rate</u> \$700.00 \$700.00			
E 14 WTAE 10/15/12 10/28/12 Big East College Football	12-3:30pm	:30	NM 1	\$750.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 S- 1	<u>Rate</u> \$0.00 \$750.00			
E 15 WTAE 10/15/12 10/28/12 Big East College Football	12-7pm	:30	NM 1	\$1,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 S- 1	Rate \$0.00 \$1,800.00			
E 16 WTAE 10/15/12 11/04/12 Sun 5-7am News	5-7a	:30	NM 3	\$825.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S 1 Week: 10/22/12 10/28/12 S 1 Week: 10/29/12 11/04/12 S 1	<u>Rate</u> \$275.00 \$275.00 \$275.00			
E 17 WTAE 10/15/12 10/28/12 This Week With George Ste	p10-11am	:30	NM 2	\$2,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S 1 Week: 10/22/12 10/28/12 S 1	<u>Rate</u> \$1,400.00 \$1,400.00			

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1	Contract / Revision	Alt Order #
	921996 /	07880845
Contract Dates	Product	Estimate #
10/03/12 - 11/06/12	ROTHFUS/R/CONG	2409

Original Date / Revision Rothfus/R/Congress 10/31/12 / 10/31/12

	*	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
E 18 WTAE 10/15/12 10/28/12 Sun Early News	630-7p	:30	NM	2	\$900.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S 1 Week: 10/22/12 10/28/12 S 1	<u>Rate</u> \$450.00 \$450.00				
E 19 WTAE 10/15/12 10/28/12 M-Sun 11pm News	M-Su 11-11:35pm	:30	NM	1	\$1,100.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 S 1	<u>Rate</u> \$0.00 \$1,100.00				
E 20 WTAE 10/15/12 10/28/12 Sunday Extended Late New	vs Sun 11:35p-12:00	a :30	NM	2	\$650.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S 1 Week: 10/22/12 10/28/12 S 1	<u>Rate</u> \$325.00 \$325.00				
E. 21 WTAE 10/22/12 10/28/12 6-7am News	6-7am	:30	NM	2	\$1,050.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$525.00		, and		
E 22 WTAE 10/22/12 11/04/12 6-7am News	6-7am	:30	NM	6	\$3,450.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 3 Week: 10/29/12 11/04/12 MTWTF 3	<u>Rate</u> \$550.00 \$600.00				
E 23 WTAE 10/22/12 10/28/12 Good Morning America	7-9am	:30	NM	2	\$950.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$475.00				
E 24 WTAE 10/22/12 10/28/12 The View	11am-noon	:30	NM	3	\$1,200.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$400.00				
E 25 WTAE 10/22/12 10/28/12 WTAE Noon News	12-12:30pm	:30	NM	4	\$1,200.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$300.00				
E 26 WTAE 10/22/12 10/28/12 5-6pm News M-F	5-6pm	:30	NM	3	\$1,575.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/22/12 10/28/12 MTWTF 3	<u>Rate</u> \$525.00				
E 27 WTAE 10/22/12 10/28/12 5-6pm News M-F	5-6pm	:30	NM	4	\$3,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 3	<u>Rate</u> \$525.00				

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Contract / Revision	Alt Order #	
921996 /	07880845	

Contract Dates Product Estimate # 10/03/12 - 11/06/12 ROTHFUS/R/CONG 2409

Advertiser Original Date / Revision 10/31/12 / 10/31/12 Rdthfus/R/Congress

*Line Ch Start Date End Date Description	Ctart/Carl Time	Spots/	T O t.	A
Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week Rate	Type Spots	Amount
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WTAE 10/22/12-10/28/12 5-6pm News M-F	5-6pm	MTuWThF :30 \$525.00	NM	
See MG 27.4,27.5 4 WTAE 10/29/12-10/29/12 4pm News M-F	4-5p	M :30 \$1,000.00	NM	
⊕ MG for 27.3 10/25	4-0p	.50 \$1,000.00	NIVI	
5 WTAE 10/29/12-10/29/12 M-Sun 11pm News	M-Su 11-11:35p	m м :30 \$950.00	NM	
₩ MG for 27.3 10/25				
E 28 WTAE 10/22/12 10/28/12 6-6:30pm News Class of Time - Pre-emptible with notice	6-6:30pm	:30	NM 4	\$2,700.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 4	<u>Rate</u> \$675.00			
E 29 WTAE 10/22/12 10/28/12 M-Sun 11pm News	M-Su 11-11:35pi	n :30	NM 4	\$3,600.00
Class of Time - Pre-emptible with notice				
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MTWTF 4	<u>Rate</u> \$900.00			
E 30 WTAE 10/22/12 10/28/12 Mon ABC Prime A	8-9pm	:30	NM 1	\$5,000.00
Class of Time - Pre-emptible with notice		100.5		40,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$5,000.00			
E 31 WTAE 10/15/12 11/04/12 Fri ABC Prime C	10-11pm	:30	NM 2	\$4,800.00
Class of Time - Pre-emptible with notice		.55	2	ψ+,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12F 1	Rate			
Week: 10/15/12	\$2,400.00 \$0.00			
Week: 10/29/12 11/04/12F 1	\$2,400.00			
E 32 WTAE 10/29/12 11/04/12 6-7am News	6-7am	:30	NM 3	\$1,800.00
Class of Time - Pre-emptible with notice				
Start Date	<u>Rate</u> \$600.00			
E 33 WTAE 10/29/12 11/04/12 Good Morning America	7-9am	:30	NM 3	\$1,425.00
Class of Time - Pre-emptible with notice	3			\$1,125.00
Start Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTWTF 3	<u>Rate</u> \$475.00			
E 34 WTAE 10/29/12 11/04/12 The View	11am-noon	:30	NM 3	¢1 350 00
Class of Time - Pre-emptible with notice		.50	NIVI	\$1,350.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTWTF 3	<u>Rate</u> \$450.00			
E 35 WTAE 10/29/12 11/04/12 WTAE Noon News	12-12:30pm	.20		
Class of Time - Pre-emptible with notice	12-12.30pm	:30	NM 4	\$1,400.00
Start Date	Rate			
Week: 10/29/12 11/04/12 MTWTF 4	\$350.00			
E 36 WTAE 10/29/12 11/04/12 5-6pm News M-F Class of Time - Pre-emptible with notice	5-6pm	:30	NM 3	\$1,575.00
Start Date	Rate			
Week: 10/29/12 11/04/12 MTWTF 3	\$525.00			
N 37 WTAE 10/29/12 11/04/12 5-6pm News M-F	5-6pm	:30	NM 2	\$1,150.00
Class of Time - Pre-emptible with notice				

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Contract / Revision	Alt Order #
921996 /	07880845

Contract Dates Product Estimate # 10/03/12 - 11/06/12 ROTHFUS/R/CONG 2409

Original Date / Revision Advertiser 10/31/12 / 10/31/12 Rothfus/R/Congress

## - 01 01 1D 1 5 1D 1 D - 11 1	011/51-7	Spots/	Towns Consta	A
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week Rate	Type Spots	Amount
Week: 10/29/12 11/04/12 MTWTF 3	\$575.00			
Spot Ch Date Range Description 2 WTAE 10/29/12-11/04/12 5-6pm News M-F	Start/End Time 5-6pm	Weekdays Length Rate MTuWThF :30 \$575.00	Type NM	
Credited	3-0pm	.50	7477	
E 38 WTAE 10/29/12 11/04/12 6-6:30pm News	6-6:30pm	:30	NM 3	\$2,175.00
Class of Time - Pre-emptible with notice	-			
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTWTF 3	<u>Rate</u> \$725.00			
E 39 WTAE 10/29/12 11/04/12 M-Sun 11pm News	M-Su 11-11:35pn	n :30	NM 4	\$3,800.00
Class of Time - Pre-emptible with notice				
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTWTF 4	<u>Rate</u> \$950.00			
E 40 WTAE 10/29/12 11/04/12 46TH ANNUAL CMA AWAI		:30	NM 1	\$4,500.00
Class of Time - Pre-emptible with notice			1.0	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12T 1	Rate \$4.500.00		1	
E 41 WTAE 10/29/12 11/04/12 Good Morning America Sat	+ -,	:30	NM 1	\$450.00
Class of Time - Pre-emptible with notice				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S- 1	<u>Rate</u> \$450.00			
E 42 WTAE 10/29/12 11/04/12 Sat 8-10am	8-10am	:30	NM 1	\$350.00
Class of Time - Pre-emptible with notice				,
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	<u>Rate</u> \$350.00			
E 43 WTAE 10/29/12 11/04/12 Late Run 11pm News	11:30pm-12:05an	n :30	NM 1	\$800.00
Class of Time - Pre-emptible with notice				4000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	<u>Rate</u> \$800.00			
E 44 WTAE 10/29/12 11/04/12 Big East College Football	12-3:30pm	:30	NM 1	\$800.00
Class of Time - Pre-emptible with notice	12 0.000	.00		ψοσο.σσ
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S- 1	<u>Rate</u> \$800.00			
E 45 WTAE 10/29/12 11/04/12 ABC College Football	3:30p-7p	:30	NM 1	\$2,200.00
Class of Time - Pre-emptible with notice	3.30p-7p	.30	NIVI	\$2,200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	<u>Rate</u> \$2,200.00			
E 46 WTAE 10/29/12 11/04/12 This Week With George Ste		:30	NM 1	£4 700 00
Class of Time - Pre-emptible with notice	pro-rrain	.30	NM 1	\$1,700.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/29/12 11/04/12S 1 E 47 WTAE 10/29/12 11/04/12 Sun Early News	\$1,700.00 630-7p	:30	- NIM	# 500.00
Class of Time - Pre-emptible with notice	030-7p	.30	NM 1	\$500.00
Start Date	Rate			
Week: 10/29/12 11/04/12S 1	\$500.00	.20		0075.00
E 48 WTAE 10/29/12 11/04/12 Sunday Extended Late News Class of Time - Pre-emptible with notice	s oun 11:35p-12:00	:30	NM 1	\$375.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
	- 1			

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Contract / Revision Alt Order# 921996 07880845

Contract Dates Product Estimate # 10/03/12 - 11/06/12 ROTHFUS/R/CONG 2409

Advertiser Original Date / Revision 10/31/12 / 10/31/12 Rothfus/R/Congress

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S 1	<u>Rate</u> \$375.00			
E 49 WTAE 11/05/12 11/06/12 6-7am News	6-7am	:30	NM 1	\$550.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 1	<u>Rate</u> \$550.00	8		
E 50 WTAE 11/05/12 11/06/12 6-7am News	6-7am	:30	NM 1	\$550.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 1	<u>Rate</u> \$550.00			
E 51 WTAE 11/05/12 11/06/12 Good Morning America	7-9am	:30	NM 2	\$1,000.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$500.00	4		
E 52 WTAE 11/05/12 11/06/12 The View	11am-noon	:30	NM 1	\$450.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$450.00			
E 53 WTAE 11/05/12 11/06/12 WTAE Noon News	12-12:30pm	:30	NM 1	\$350.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 1	<u>Rate</u> \$350.00			
E 54 WTAE 11/05/12 11/06/12 5-6pm News M-F	5-6pm	:30	NM 1	\$525.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$525.00			
E 55 WTAE 11/05/12 11/06/12 5-6pm News M-F	5-6pm	:30	NM 1	\$575.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$575.00			
E 56 WTAE 11/05/12 11/06/12 6-6:30pm News	6-6:30pm	:30	NM 1	\$700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$700.00	e e		
E 57 WTAE 11/05/12 11/06/12 M-Sun 11pm News	M-Su 11-11:35pm	:30	NM 1	\$950.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$950.00			
N 58 WTAE 10/08/12 10/14/12 6-7am News	6-7am	:30	NM 2	\$1,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 MTWTF 2	<u>Rate</u> \$500.00			
N 59 WTAE 10/03/12 10/07/12 6-7am News	6-7am	:30	NM 2	\$1,050.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12WTF 2	<u>Rate</u> \$525.00			
N 60 WTAE 10/08/12 10/14/12 6-7am News Class of Time - Pre-emptible with notice	6-7am	:30	NM 2	\$1,050.00

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Contract / Revision Alt Order# 921996 07880845 **Contract Dates** Product Estimate # 10/03/12 - 11/06/12 ROTHFUS/R/CONG 2409

Advertiser Original Date / Revision Rothfus/R/Congress 10/31/12 / 10/31/12

*Line Ch S	tart Date End F	Date Description	nn .	Start/End Time	e Days	Spots/ Length Week	Rate Tvp	o Canata	A
Start D Week: 10/08/	ate End Date	Weekdays MTWTF	Spots/Week		Days	Length Week	Nate Typ	e Spots	Amount
N 61 WTAE 1		12 Good Morr		7-9am		:30	NN	1 2	\$900.00
Class of <u>Start D</u> Week: 10/01/	Time - Pre-empt ate <u>End Date</u>		Spots/Week 2			.00	1414	2	\$900.00
N 62 WTAE 1	0/08/12 10/14/	12 Good Morr	ning America	7-9am		:30	NN	1 3	\$1,350.00
Class of <u>Start D</u> Week: 10/08/		ible with notice <u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$450.00					Ţ.,
N 63 WTAE 1	0/03/12 10/14/	12 Sun 5-7am	News	5-7a		:30	NM	1 2	\$450.00
Start D Week: 10/01/ Week: 10/08/	2 10/07/12 2 10/14/12	ible with notice WeekdaysSS	Spots/Week 1 1	<u>Rate</u> \$225.00 \$225.00					
D 64 WTAE 1			elly	9-10am		:30	NN	0	\$0.00
N 65 WTAE 1	Time - Pre-empti		- II	0.10					
	//29/12 11/04/ Fime - Pre-empti		elly	9-10am		:30	NM	1	\$300.00
Start D Week: 10/29/1	ate End Date 2 11/04/12	Weekdays MTWTF	Spots/Week 1	<u>Rate</u> \$300.00					
N 66 WTAE 1			elly	9-10am		:30	NM	1	\$300.00
Start D Week: 11/05/1	2 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$300.00					
N 67 WTAE 10				11am-noon		:30	NM	2	\$800.00
Start D. Week: 10/01/1	10/07/12	Weekdays WTF	Spots/Week 2	<u>Rate</u> \$400.00					
N 68 WTAE 10			s M-F	5-6pm		:30	NM	1	\$525.00
Start Da Week: 10/01/1	10/07/12	Weekdays WTF	Spots/Week 1	<u>Rate</u> \$525.00					
N 69 WTAE 10			s M-F	5-6pm		:30	NM	2	\$1,050.00
Start Da Week: 10/08/1	10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$525.00					
N 70 WTAE 10			ews	6-6:30pm		:30	NM	2	\$1,450.00
Start Da Week: 10/01/12	10/07/12	Weekdays WTF	Spots/Week 2	<u>Rate</u> \$725.00					
N 71 WTAE 10			ews	6-6:30pm		:30	NM	2	\$1,450.00
Start Da Week: 10/08/12	10/14/12	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$725.00					
N 72 WTAE 10			n News	M-Su 11-11:35pm		:30	NM	2	\$1,900.00
Class of T <u>Start Da</u>	me - Pre-emptib <u>e End Date</u>	le with notice <u>Weekdays</u>	Spots/Week	<u>Rate</u>					

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WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221

(412)242-4300

Contract / Revision Alt Order # 921996 07880845

Contract Dates Product Estimate # 10/03/12 - 11/06/12 ROTHFUS/R/CONG 2409

Advertiser Original Date / Revision Rothfus/R/Congress 10/31/12 / 10/31/12

the OLOUBLE ID.		Spots/		
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week Rate	Type Spots	Amount
Week: 10/08/12 End Date Weekdays Spots/Week 10/08/12 MTWTF 2	<u>Rate</u> \$950.00			
N 73 WTAE 10/03/12 10/07/12 M-Sun 11pm News	M-Su 11-11:35p	m :30	NM 2	\$1,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/01/12 10/07/12WTF 2	<u>Rate</u> \$850.00			
N 74 WTAE 10/03/12 10/07/12 Nightline	11:35pm-1205am	1 :30	NM 2	\$800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/01/12 10/07/12WTF 2	<u>Rate</u> \$400.00			
N 75 WTAE 10/08/12 10/14/12 Mon ABC Prime C	10-11pm	:30	NM 1	\$1,800.00
Class of Time - Pre-emptible with notice Start Date	<u>Rate</u> \$1,800.00			
N 76 WTAE 10/08/12 10/14/12 Thu ABC Prime Other	9p-11p	:30	NM 1	\$4,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Week: 10/08/12 10/14/12T 1	<u>Rate</u> \$4,000.00			
N 77 WTAE 10/03/12 10/14/12 Nascar Cup Series	various	:30	NM 1	\$1,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 0 Week: 10/08/12 10/14/12 S- 1	<u>Rate</u> \$1,400.00 \$1,700.00			
N 78 WTAE 10/03/12 10/07/12 ABC College Football	3:30p-7p	:30	NM 1	\$1,200.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,200.00			
N 79 WTAE 10/03/12 10/07/12 ABC College Football	PENN STATE F	OC :30	NM 1	\$600.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$600.00			
N 80 WTAE 10/03/12 10/07/12 6-7am News	6-7am	:30	NM 2	\$1,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12WTF 2	<u>Rate</u> \$500.00			
N 81 WTAE 10/03/12 11/06/12 ABC Prime College Football Start Date End Date Weekdays Spots/Week		gi :30	NM 1	\$2,000.00
Week: 10/01/12 End Date Weekdays Spots/Week 10/01/12S- 1	<u>Rate</u> \$2,000.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 0	\$0.00 \$0.00			
Week: 10/29/12 11/04/12 0	\$0.00			
Week: 11/05/12 11/11/12 0	\$0.00			
N 82 WTAE 10/20/12 10/20/12 SATURDAY GAME 1	12-330P	:30	NM 1	\$1,500.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12S- 1	<u>Rate</u> \$1,500.00			
N 83 WTAE 10/20/12 10/20/12 Big East College Football	12-7pm	:30	NM 1	\$600.00
Class of Time - Immediately Pre-emptible without notice				

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Contract / Revision Alt Order # 921996 07880845 **Contract Dates** Product Estimate # 10/03/12 - 11/06/12 ROTHFUS/R/CONG 2409

Advertiser Original Date / Revision Rothfus/R/Congress 10/31/12 / 10/31/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 S- 1	<u>Rate</u> \$600.00				
N 84 WTAE 10/21/12 10/21/12 M-Sun 11pm News Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12S 1	M-Su 11-11:35pi Rate \$1,000.00	m :30	NM	1	\$1,000.00
N 85 WTAE 10/21/12 10/21/12 Sun Early News Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12S 1	630-7p <u>Rate</u> \$425.00	:30	NM	1	\$425.00
N 86 WTAE 10/30/12 10/30/12 Late Run 11pm News Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	11:30pm-12:05a <u>Rate</u> \$950.00	m :30	NM	1	\$950.00
		Totals		163	\$117.075.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	108	\$76,825.00	\$65,301.25
10/29/12 -11/06/12	55	\$40,250.00	\$34,212.50
Totals	163	\$117,075.00	\$99,513.75

Signature:	Dat	e:	

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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency sexpense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast nereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

connection with broadcasts except after its prior approval.	
(c) Agency is acting as agent for a disclosed principal (i.e., the Agency is acting as agent for a disclosed principal (i.e., the Agency shall be primarily liable for the Advertiser's payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be hereunder (excluding advertising agency commissions), but only to the extent that Advertiser had Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency I party monies which may be or become payable by Advertiser or Agency, or that Agency was in statement of account) from Station that Agency is seriously delinquent under this or any other abillings within 45 days after the end of the month in which service is provided thereunder. Noth as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder.	liable to Station and not to agency on all unpaid billings for services rendered by Station s not theretofore made payment to the Agency thereon, and to the extent that as entered into an agreement or arrangement purporting to assign or pledge to a third danger of becoming insolvent; or (ii) after receiving notice (together with a current divertising agreement(s) between Station and Agency be failing to make payment on higherein contained relating to the payment of billings by Agency shall be construed so this contract is with a media buying service, all references herein to Agency shall
apply to the media buying service. If this contract is made directly with Advertiser, references he allowed.	erein to Agency snail apply to Advertiser except that in such case no commission will be

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in

- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]